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NAL Rated Favorably by Customers

The vast majority of customers of the National Agricultural Library are either "satisfied" or "very satisfied" with the services and products of the library.

This is the result of a customer survey recently undertaken by NAL. Specifically, the survey shows that 93 percent of federal customers, 96 percent of non-federal customers and 80 percent of agricultural librarian customers are satisfied or very satisfied with NAL.

"At a time when most federal agencies and programs have been taking it on the chin from all sides, the results of our customer survey were a nice surprise for us," said NAL Director Pamela André. "It's confirmed what we at NAL have suspected, that our customers recognize and appreciate the valuable service we provide."

Over 550 NAL customers responded to the survey. Among the areas of library operations cited as "favorable" were the "knowledgeable staff," the "professionalism" and "courtesy" of the staff, and the "accuracy and quality of materials provided."

The largest percentage of customers responding negatively to any of the survey questions was only 3 percent. An

NAL committee is considering the negative responses from the survey and will recommend appropriate action.

NAL was assisted by the 3M Company in conducting the survey.

Executive summaries of the results, statistics, and results attributes of the NAL customer survey follow.

Executive Summary Customer Service Survey

National Agricultural Library
August 31, 1995

The National Agricultural Library conducted individual surveys of three customer groups "federal, non-federal, and agricultural librarian/information specialist" from March to April 1995. NAL achieved individual response rates of 42%, 22%, and 46%, respectively. The largest response groups were educational institutions for both the non-federal and the agricultural librarian/information specialist surveys, and USDA employees for the

federal area.

Three market indicator questions were asked to determine overall satisfaction with NAL. They are: 1) satisfaction with NAL, 2) how likely is the customer to use NAL services again, and 3) how likely is the customer to recommend NAL. The Library received extremely high scores in each of these areas. For example, the percentage of respondents who indicated they are satisfied or very satisfied with NAL were 93% for federal, 96% for non-federal, and 80% for agricultural librarians/information specialists. The results show that most customers surveyed are satisfied with NAL; they would use NAL services again; and they would recommend NAL. This is good news. Although there is a low level of dissatisfaction, it should not be discounted. There are always areas in which improvements can be made. The survey results show where NAL should devote resources to make these improvements.

The survey methodology uses gap analysis to identify the difference between the importance and satisfaction levels of each of the attributes listed. Then those attributes are listed in

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priority order for the most favorable responses and the most unfavorable responses. This list and the written comments tell NAL what attributes they should continue to do well and what attributes need some attention.

Those attributes that customers ranked as most favorable predominantly are associated with staff performance. This indicates that NAL staff's interaction with their customers is outstanding. Customers recognize the great job that staff are doing. NAL should use positive reinforcement and recognition tools to encourage staff to continue their quality work. The following were rated most favorable for all three customer groups.

- Accuracy of Materials Provided by Document Delivery
- Professional/Knowledgeable Staff
- Accuracy of Responses
- Courtesy of Staff
- Quality of Materials Provided
- Timeliness of Reference/Information Center Responses
- Timeliness of Document Delivery
- Relevance & Thoroughness of Materials Provided by Reference/Information Centers

Those attributes that customers ranked as least favorable primarily are associated with the policies, processes, and tangible aspects of NAL. Survey results indicate where NAL needs to make improvements. A few of the attributes appear on both the favorable and unfavorable lists. This may indicate that there has been inconsistency in the delivery of these services. Even though there were a low number of unfavorable comments, NAL should address those areas that customers feel are most important and least satisfactory. The following were rated least favorable for all three customer groups.

- Timeliness of Document Delivery Responses

Executive Summary, Customer Service Survey, National Agricultural Library, August 31, 1995

I. Survey Respondents:

	Total	USDA	Other	U.S. Congress		
A. Federal	262	215	39	7		
	Total	Gov't	Business	Non-Profit	Educational	Other
B. Non-Fed	160	16	47	33	57	31
C. Ag-Lib	132	28	15	17	79	7

II. Market Indicator Survey Results:

A. How satisfied are you overall with NAL's products and services?

	Very Dissatisfied	Dissatisfied	Neither Sat/Dis	Satisfied	Very Satisfied
1. Fed	0%	3%	4%	50%	43%
2. Non-Fed	0%	1%	3%	43%	53%
3. Ag-Lib	0%	3%	17%	64%	16%

B. How likely are you to use NAL's services again?

	Will Not	Probably Will Not	May/Probably Not	Probably Will	Will
1. Fed	0%	0%	0%	11%	89%
2. Non-Fed	0%	0%	1%	20%	79%
3. Ag-Lib	0%	0%	2%	18%	80%

C. How likely are you to recommend NAL to someone else?

	Will Not	Probably Will Not	May/Probably Not	Probably Will	Will
1. Fed	1%	1%	2%	19%	77%
2. Non-Fed	0%	1%	4%	20%	75%
3. Ag-Lib	1%	1%	2%	19%	77%

Continued in box on page 3

- Comprehensiveness of NAL Collection
- Comprehensiveness of the AGRICOLA Database
- Timeliness of Reference/Information Centers Responses
- Remote/Electronic Access to Reference/Information Centers
- Availability and Condition of On-site Resources (i.e., photocopiers, lighting)
- Electronic Access to the AGRICOLA Database
- Leadership in the Use of Information Technologies

In summary, survey results emphasize that the people part of the Library is in fine shape. Staff should be recognized and their efforts reinforced. The collection and facilities, or the policies, processes, and procedures that have an impact on availability and timeliness of products or services should be examined to determine those improvements that will offer the best return for committing resources.

The written comments should be factored into NAL's decision making equation when it determines the best places to commit resources. A response is imperative, both to favorable results and to unfavorable results. Responses must be widely communicated to both NAL staff, and to the external customers of NAL.

Executive Summary, Customer Service Survey, National Agricultural Library, August 31, 1995

III. Attributes contributing to favorable and unfavorable results:

A. How satisfied are you overall with NAL's products and services?

1. Fed - Favorable
 - a. Accuracy of materials provided by document delivery
 - b. Professionalism/knowledgeable staff
 - c. Courtesy of staff
2. Fed - Unfavorable
 - a. Timeliness of document delivery response
 - b. Comprehensiveness of NAL collection
 - c. NAL's presence on the Internet
3. Non-Fed - Favorable
 - a. Knowledgeable staff
 - b. Courtesy of staff
 - c. Timeliness of reference/information center response
4. Non-Fed - Unfavorable
 - a. Remote/electronic access to reference/information center
 - b. Timeliness of document delivery response
 - c. Timeliness of reference/information center response
5. Ag-Lib - Favorable
 - a. Knowledgeable staff
 - b. Courtesy of staff
 - c. Accuracy of response
6. Ag-Lib - Unfavorable
 - a. Comprehensiveness of AGRICOLA data base
 - b. Leadership in the use of information technologies
 - c. Timeliness of response for document delivery

B. How likely are you to use NAL's services again?

1. Fed - Favorable
 - a. Accuracy of materials provided by document delivery
 - b. Professional/knowledgeable
 - c. Courtesy of staff
2. Fed - Unfavorable
 - a. Availability and condition of on-site resources (copiers, etc.)
 - b. NAL's presence on Internet
 - c. Timeliness of document delivery response

3. Non-Fed - Favorable
 - a. Knowledgeable staff
 - b. Courtesy of staff
 - c. Timeliness of reference/information center response
4. Non-Fed - Unfavorable
 - a. Availability and condition of on-site resources
 - b. Staff available at desk
 - c. Availability of collection (e.g. stacks, periodical reading room, etc.)
5. Ag-Lib - Favorable
 - a. Knowledgeable staff
 - b. Courtesy of staff
 - c. Accuracy of response
6. Ag-Lib - Unfavorable
 - a. Comprehensiveness of AGRICOLA data base
 - b. Electronic access to AGRICOLA
 - c. Leadership in the use of information technologies

C. How likely are you to recommend NAL to someone else?

1. Fed - Favorable
 - a. Accuracy of materials provided by document delivery staff
 - b. Professionalism/knowledgeable staff
 - c. Courtesy of staff
2. Fed - Unfavorable
 - a. Comprehensiveness of NAL collection
 - b. Timeliness of document delivery response
 - c. Easy to use forms and procedures
3. Non-Fed - Favorable
 - a. Knowledgeable staff
 - b. Courtesy of staff
 - c. Timeliness of reference/information response
4. Non-Fed - Unfavorable
 - a. Availability and condition of on-site resources (copies, etc.)
 - b. Remote/electronic access to reference/information center
 - c. Availability of collection (e.g. stacks, periodical reading room, etc.)
5. Ag-Lib - Favorable
 - a. Knowledgeable staff
 - b. Courtesy of staff
 - c. Accuracy of responses

6. Ag-Lib - Unfavorable
 - a. Comprehensiveness of AGRICOLA data base
 - b. Leadership in the use of information technologies
 - c. Friendliness of NAL's electronic interfaces

IV. Summary

It is apparent from the overwhelming satisfaction showed toward the NAL staff that the people part of the organization is in top shape. The repeated attributes rising to the top of the favorable list (i.e., courtesy of staff, professionalism/knowledgeable staff, accuracy of response, etc.) verify that this is so. The written comments support the survey results. Therefore, the organization should continue what it is doing in this area and positively reinforce those people who are doing such a good job.

Although it is conceded there are small dissatisfaction percentage levels, there are always areas available for improvement. As a general statement, it would appear that the mechanical, physical, and system attributes are the ones that draw the most disapproval in the survey. Such things as NAL's presence on Internet, comprehensiveness of the AGRICOLA data base, electronic access to AGRICOLA, availability and condition of on-site resources (i.e., copiers, etc.), and timeliness of document delivery response could be opportunities to improve.

An approach would be to analyze those attributes that seem to coincide closest with the written comments. Then launch an improvement process that would be a quick success in showing the organization that the leadership is reacting to what the survey has told them. An example of one such opportunity would be an improvement of the copiers. The survey has pointed the organization in the right direction and it is now up to the leadership to choose the opportunity best suited for realistic improvement.

The following letter conveyed the "NAL/Land-Grant Library Planning Meeting, July 26, 1995; Meeting Report" to the land-grant university librarians. This publication of the report in *ALIN* furthers the process indicated in this letter.

Dear Land-Grant Librarian:

As most of you know, NAL is working to revitalize its relationship with the land-grant libraries. As one step toward that goal, NAL hosted a planning meeting in July to begin developing an action agenda. Eight of our colleagues from the land-grant community travelled to Beltsville to provide a broad perspective on the current status and preferred future of that relationship.

I am pleased to enclose the report of that meeting. It summarizes the presentations, discussions, and recommendations. This mailing fulfills one of those recommendations: to share the report of the meeting widely in seeking additional ideas.

The July meeting is one of several efforts NAL is making to get input from the land-grant community, the private sector, and other constituent groups. In recent months the library completed a customer survey that included responses from more than 550 customers, including a significant number of responses from library staff in land-grant libraries who use our services or facilitate the use of NAL by students, faculty, and staff. Next month I will make a presentation at the annual meeting of NASULGC, and will seek additional ideas from participants.

Information from these and other sources is being used in NAL's strategic planning process and in meeting various Federal requirements pertaining to customer service, strategic plans, and the proper role of agencies of the Federal government. We very much appreciate the input from our colleagues so far, and look forward to continuing these conversations. I invite you to let me know your ideas on the issues raised in the enclosed report,

or on other topics concerning NAL's relationship with the land-grants.

Sincerely,

PAMELA Q.J. ANDRÉ
Director
October 17, 1995

NAL/Land-Grant Library Planning Meeting July 26, 1995

Meeting Report

Library directors from eight land-grant universities met with National Agricultural Library (NAL) management staff on July 26, 1995. (Appendix A lists the attendees at that meeting.) Pam André opened the meeting, stating that its purpose was to review and revitalize NAL's relationship with the land-grant libraries.

NAL staff provided an overview of issues of importance to the community to set the stage for the discussions to follow. Those presentations are summarized below, followed by a synthesis of discussion points, recommendations, and possible action items.

Collection

Introduction

As NAL experiences the same rising costs for acquiring literature as other libraries and prepares to accommodate new media and electronic resources, collecting priorities must be examined to ensure that NAL's collection supports the Library's mission and serves as a back-up for the information needs of the land-grant institutions. Areas of focus include coverage of the foreign literature and identification of the grey literature. NAL would explore with the land-grant institutions areas where cooperative collection development can reduce unnecessary duplication of materials without diminishing service. Cooperative collection development hinges upon ease of access to bibliographic and location information for the agricultural literature. Toward this end, efforts are underway to convert NAL's remaining paper-based catalog records.

Discussion

Foreign and grey literature. The collection is NAL's strength, particularly in its coverage of foreign literature, grey literature, and other unusual, often difficult to get, materials that other U.S. libraries do not collect. NAL should continue extensive coverage of these categories of materials. The land-grants may also have a role in the collection of such

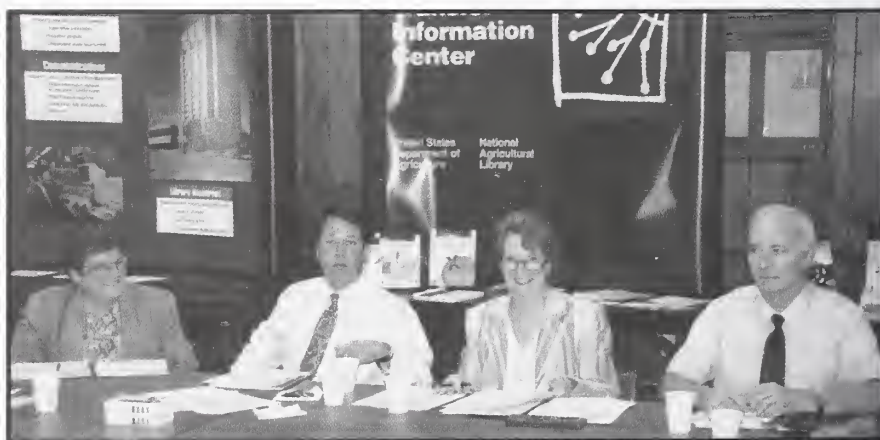


photo: J. Swab

The NAL/Land-Grant Library Planning Meeting participants included Nancy Eaton, Tom Bryant, Pamela André, and Les Kulp.

materials, but NAL should take the lead in making sure such materials are available.

Centers of excellence. Concerning the topic of cooperative collection development, there were some reservations about the feasibility of doing distributed collection development based on identified "centers of excellence." For example, if the University of Minnesota were considered a center of excellence in forestry, it might assume added responsibility for collection development in forestry. However, institutions need to be cautious about commitments to long-range requirements for acquisitions or retention as a "center" because

these areas of emphasis can change as institutional priorities change. It is also unclear how much added cost is incurred because of additional responsibilities in a particular subject area.

However, there may be internal organizational incentives to establish and maintain "centers of excellence" and other special collections responsibilities. Such centers and collections often take on a life of their own. NAL could play a coordinating role in identifying centers of excellence and special collections, and providing some funding to guarantee access. NAL might, for example, subsidize the collections by moving funds from collection building to document delivery. Some participants urged further discussion of the nature and source of such incentive funds.

State publications. Land-grant university libraries and/or state library agencies should take full responsibility to ensure that their state's agricultural publications are collected, cataloged and/or indexed, made available via document delivery channels, and preserved. As part of shifting that responsibility to the states, NAL should (a) review its past and current cooperative programs related to the acquisition, cataloging, and microfilming of state publications, and (b) help ensure that the transfer of this responsibility goes smoothly.

Recommendations and action items.

- NAL should give priority to collecting and preserving the esoteric research materials such as foreign and grey literature that the other libraries are unlikely to acquire.
- NAL should work with the land-grants to identify and establish more centers of excellence that reflect special collection strengths in subject areas, while keeping the requirements for that status to a minimum.
- NAL should consider alternative sources of funding such as matching funds to provide incentives for collaborative projects between NAL and the land-grants.
- The responsibility for comprehensive collecting of state documents

should be at the state level—land-grants or state library agencies. NAL may play a role in coordinating this responsibility and ensuring that it is effectively assumed at that level.

- NAL should help ensure bibliographic control over state documents.
- Marilyn Sharrow (University of California, Davis) agreed to be the land-grant partner working on the mission of special collections at NAL and land-grant universities with particular attention to how agriculture-related special collection activities could be coordinated nationwide. She may initiate discussion among a subset of land-grant university librarians.
- It was recommended that a study be done to assess the need for retrospective conversion of serials in the NAL/land-grant community. That study should also address possible cooperation if such a project is justified.

Services

Introduction

In the area of reference services, NAL and the land-grants can both benefit by expanding cooperative reference activities and by sharing training materials that have been used successfully at other institutions. In

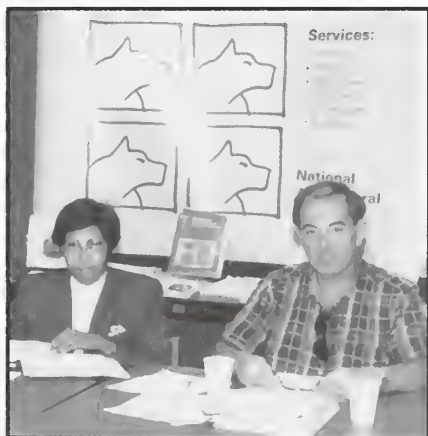


photo: J. Swab

Karen McDaniel, Bill Studer,

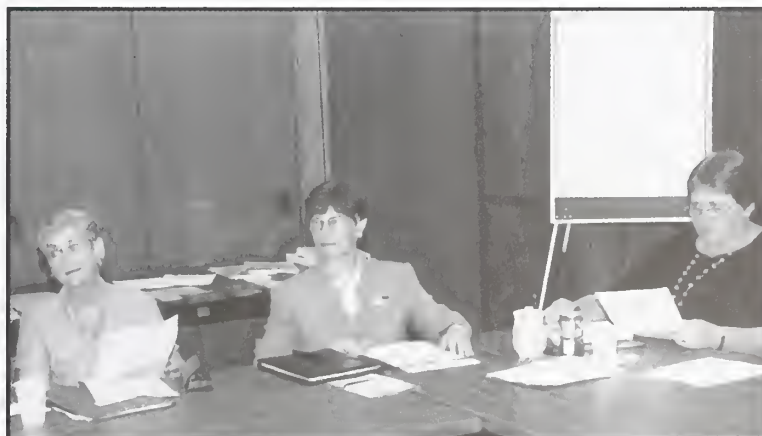


photo: J. Swab

Jan Olsen, Sally Sinn, and Carol Ditzler also were among the NAL/L-G meeting participants.

document delivery activities, NAL will name additional Regional Document Delivery System libraries with strong subject collections as "centers of excellence." These libraries will serve as resource libraries for national document delivery. NAL also serves as a gateway to the international AGLINET libraries (which provide free interlibrary loan) and is expanding its reciprocal agreements with the land-grant community.

Discussion

AGLINET. The Agricultural Libraries Network (AGLINET) is the international interlibrary loan network coordinated by the Food and Agriculture Organization of the United Nations (FAO). Participants at this meeting endorsed it as an excellent example of a distributed system. There are currently 43 libraries in 40 countries in AGLINET. It was recommended that NAL, as the AGLINET participating library for the U.S., should work to expand the network to cover more countries. In addition, it would be helpful if the rules of operation could be modified to enable land-grant university libraries to contact AGLINET libraries directly via the Internet rather than having to go through NAL.

Interlibrary loan. Libraries are moving to reduce the amount of verification needed on ILL requests and to enable the end user to initiate requests directly (without the library involved as a middleman). The goal is simplified, unmediated ILL. NAL and the land-grant libraries should work with the bibliographic utilities and system vendors to develop and implement the standards that facilitate cross-platform communication and processing for document delivery. The North American Interlibrary Loan and Document Delivery (NALDD) project, sponsored by the Association of Research Libraries (ARL), was specifically mentioned as an important project along these lines.

Recommendations

- NAL should aggressively seek to increase AGLINET membership.

- NAL should be a full participant in the ARL national ILL project.

Preservation

Introduction

NAL has thus far been unable to get appropriated funds for preservation so does not yet have a systematic preservation program. A request for \$500,000 in FY96 is still possible and a plan for use which follows recommendations in the 1993 USAIN report on preservation has been developed.

Discussion

National Preservation Program. Discussion focused on the coordinating role for NAL that is described in the USAIN report: *A National Preservation Program for Agricultural Literature*. NAL still needs to do an assessment of the outcome of the microfilming project for state documents, assume a national role in the project, establish an internal office of preservation, and take steps to ensure that the archival masters for agricultural literature are collected and stored safely.

The coordinating role for NAL in the national preservation program is a high priority. NAL needs to develop a fall-back position or alternative if it does not get FY96 funding for the preservation program.

Recommendation

- As stated in the USAIN preservation report, NAL should act on the following:
 - a) Take steps to fulfill NAL's coordinating role
 - b) Prepare a status report on the cooperative microfilming project
 - c) Establish an NAL preservation office
 - d) Assume national archival responsibilities for preservation
 - e) Assume responsibility for the preservation of Federal documents

International Programs

Introduction

NAL currently engages in a wide variety of international activities, including participation in the International System of the Agricultural Sciences and Technology (AGRIS) (which is sponsored by FAO), the operation of an extensive publications exchange program with over 5,000 partners worldwide, and the development and implementation of training and consultation programs for foreign librarians.

Discussion

NAL role. It is important and appropriate for a national library to play a lead role in establishing international connections, and the land-grants have



photo: J. Swab

Tom Shaughnessy, Joanne Harrar, Gary McCone, and Keith Russell also participated.

important roles as well. NAL and/or the land-grant community should conduct a survey to document current and pending international activities in which libraries are involved, and to identify the special expertise in certain countries or types of activities that various institutions have. We should also explore the success of various efforts at NAL and on campuses to educate others about the role of the library in international research.

One participant cautioned, however, not to expend so much effort on international activities at NAL that other activities related to the collection and basic services suffer. This should be remembered as priorities are set. Another participant suggested that if there is closer coordination between NAL and the land-grants in international activities, there will be minimal burdens on any one institution, and the U.S. as a whole will benefit.

Importance of international activities by libraries. To help justify the use of resources on international programs by NAL and the land-grants, the benefits in finding new markets abroad and promoting economic development should be stressed. Institutions should choose activities to fit these parameters and use the relationships that develop to improve access to foreign literature and information. Maintaining international exchange relationships for the acquisition of literature is important.

Recommendations

- NAL should take the lead in fostering international programs and encouraging partnerships with the land-grants. The economic benefits of investments should be clearly stated.
- NAL should use international contacts to strengthen and develop exchange programs as mechanisms for improving library collections.

Electronic Information Initiative

Introduction

NAL is working with several land-grant institutions and other organizations to establish the Agricultural Network Information Center (AgNIC). AgNIC is conceptualized as an electronic information network that will provide access to distributed sources of agricultural information, subject area experts, and other resources available through the Internet. NAL is also investigating possible ways to offer its AGRICOLA database over the Internet. Major issues concern funding and potential competition with the private sector.

Discussion

Electronic Information Initiative. NAL's Electronic Information Initiative is especially suited to controlling

the grey literature, and appropriate agreements should be sought with specific publishers to get full-text documents online. As one example, NAL could approach the Council on Agricultural Science and Technology (CAST), an agriculture-related organization and small publisher in Ames, Iowa, explain the benefits of having a presence in the electronic arena, and invite them into the AgNIC alliance.

AgNIC. AgNIC is an idea whose time has come. NAL and the land-grants should publicize AgNIC more widely, and seek additional participants in the alliance. AgNIC should have a uniform record structure and a recognizable logo that could be displayed on each member's home page. AgNIC is an example of where NAL can play a unique role in (a) creating partnerships and (b) exploiting cutting-edge technology.

Recommendations

- NAL should make the AgNIC project more widely known, particularly among potential partners.
- NAL should focus on partnerships and cutting-edge activities to position itself as a unique resource.

Other Relationships with the Land-Grants

Introduction

NAL would like to strengthen relationships with the land-grant community in other areas, such as: mutual support for NAL and land-grant university library budgets and issues; improved communications; interrelationships; copyright and license agreement issues; and joint support of the programs of the 1890 land-grant libraries and the tribally-controlled college libraries.

Discussion

Support for NAL. When it is determined that NAL needs support from the land-grants for the budget or other positions, some organization or group



photo: J. Swab

The remaining participants were Maria Pisa, Marilyn Sharrow, and Elaine Albright.

of individuals could follow ARL's example in sending out a call for action. Although land-grant library directors are busy, once they recognize a need to support NAL they are more than willing to take the action recommended, particularly if the recommended action is stated clearly.

NASULGC. It is not clear what organization provides the appropriate forum to connect, unify, and improve communication among the land-grant library directors. The National Association of State Universities and Land-Grant Colleges (NASULGC) may be the only organization that brings them all together, but many library directors are not active in it. There was a library component, the Board of Library Resources, which became the Commission on Information Technologies. The Commission is attempting to broaden the base from just agriculture and become more inclusive. NAL was urged to become more active in NASULGC, and to encourage land-grant library directors to attend future meetings. NAL will be on the agenda for the November NASULGC meeting in Orlando.

Improving communication. One step toward communicating better would be to create a listserv of the land-grant library directors, including the 1890s and the tribally-controlled institutions.

Collaboration with other organizations. NAL should have a more visible presence on the legislative scene. There should be a designated staff person knowledgeable about legislation and other national information issues. The Washington Office of the American Library Association (ALA) and the Association of Research Libraries could be more involved in NAL issues. Since not all land-grant university libraries are ARL libraries, NAL's relationships with other organizations that involve the land-grants (such as the Southeastern Universities Research Association (SURA), the Association of Southeast ARL Libraries (ASEARL), and the Council of New England State University Libraries (CONSUL)) should be strengthened. NAL should also be

more involved with the Special Libraries Association (SLA), since it takes active positions on national information issues, and it has supported NAL funding and positions in the past.

ARL. NAL should get on the agenda for the fall ARL meeting and get together with the ARL directors from the land-grants. This would be a good time to present the issues and get the group to support a statement of NAL's critical role and stature as a national library.

Recommendations

- NAL should renew and revitalize its relationship with ALA's Washington Office, ARL and SLA with regard to legislation and national information issues.
- NAL should set up a listserv of land-grant library directors.
- NAL should reactivate its involvement and leadership in NASULGC.

Other Action Items

Two additional action items related to moving forward were:

NAL's unique role. An important first step is to develop a statement of NAL's critical role as a national library and define the involvement that is necessary and appropriate for NAL to work effectively with the land-grants. Jan Olsen (Cornell University) and Tom Shaughnessy (University of Minnesota) agreed to be land-grant partners helping to strengthen the justification for NAL's federal role. They will develop a draft statement to be shared with the participants in this meeting and the broader land-grant community.

Dissemination of information about this meeting. The issues and discussions from this meeting should be shared with the wider land-grant audience. The best method for getting the information from this session to the other land-grant institutions is by posting a summary of the notes on the suggested new listserv. Because a

significant number of the land-grants are also ARL members, NAL will work through the ARL office to arrange a presentation to the land-grant library directors that will attend the October 1995 ARL meeting.

NAL/Land-Grant Library Planning Meeting

Summary of Recommendations and Action Items July 26, 1995

The presentation of issues and concerns elicited several action items and suggestions to assist NAL in maintaining effective leadership among the land-grant institutions.

- NAL should give priority to collecting and preserving the esoteric research materials such as foreign and grey literature that the other libraries are unlikely to acquire.
- NAL should work with the land-grants to identify and establish more centers of excellence that reflect special collection strengths in subject areas, while keeping the requirements for that status to a minimum.
- NAL should consider alternative sources of funding such as matching funds to provide incentives for collaborative projects between NAL and the land-grants.
- The responsibility for comprehensive collecting of state documents should be at the state level—land-grants or state library agencies. NAL may play a role in coordinating this responsibility and ensuring that it is effectively assumed at that level.
- NAL should help ensure bibliographic control over state documents.

- Marilyn Sharrow (University of California, Davis) agreed to be the land-grant partner working on the mission of special collections at NAL and land-grant universities with particular attention to how agriculture-related special collection activities could be coordinated nationwide. She may initiate discussion among a subset of land-grant university librarians.
- It was recommended that a study be done to assess the need for retrospective conversion of serials in the NAL/land-grant community. That study should also address possible cooperation if such a project is justified.
- NAL should aggressively seek to increase AGLINET membership.
- NAL should be a full participant in the ARL national ILL project.
- As stated in the USAIN preservation report, NAL should act on the following:
 - a) Take steps to fulfill NAL's coordinating role
 - b) Prepare a status report on the cooperative microfilming project
 - c) Establish an NAL preservation office
 - d) Assume national archival responsibilities for preservation
 - e) Assume responsibility for the preservation of Federal documents
- NAL should take the lead in fostering international programs and encouraging partnerships with the land-grants. The economic benefits of investments should be clearly stated.
- NAL should use international contacts to strengthen and develop exchange programs as mechanisms for improving library collections.
- NAL should make the AgNIC project more widely known, particularly among potential partners.
- NAL should focus on partnerships and cutting-edge activities to position itself as a unique resource.
- NAL should renew and revitalize its relationship with ALA's Washington Office, ARL and SLA with regard to legislation and national information issues.
- NAL should set up a listserv of land-grant library directors.
- NAL should reactivate its involvement and leadership in NASULGC.

Additional action items are:

NAL's unique role. An important first step is to develop a statement of NAL's critical role as a national library and define the involvement that is necessary and appropriate for NAL to work effectively with the land-grants. Jan Olsen (Cornell University) and Tom Shaughnessy (University of Minnesota) agreed to be land-grant

Participant List for the NAL/Land-Grant Library Planning Meeting, National Agricultural Library Beltsville, Maryland July 26, 1995

Elaine Albright, Dean of Cultural Affairs & Libraries, University of Maine

Pamela Q.J. André, Director, USDA, ARS, National Agricultural Library

Tom Bryant, Jr., Executive Director, Associates of NAL, Inc.

Carol Ditzler, Head, Document Delivery Services Branch, USDA, ARS, National Agricultural Library

Caroline Early, Head, Acquisitions & Serials Branch, USDA, ARS, National Agricultural Library

Nancy Eaton, Dean of Library Services, Iowa State University

H. Joanne Harrar, Director of Libraries, University of Maryland at College Park

partners helping to strengthen the justification for NAL's federal role. They will develop a draft statement to be shared with the participants in this meeting and the broader land-grant community.

Dissemination of information about this meeting. The issues and discussions from this meeting should be shared with the wider land-grant audience. The best method for getting the information from this session to the other land-grant institutions is by posting a summary of the notes on the suggested new listserv. Because a significant number of the land-grants are also ARL members, NAL will work through the ARL office to arrange a presentation to the land-grant library directors that will attend the October 1995 ARL meeting.

Leslie Kulp, Head, Reference & User Services Branch, USDA, ARS, National Agricultural Library

Gary McCone, Associate Director for Automation, USDA, ARS, National Agricultural Library

Karen McDaniel, Director of Library Services, Kentucky State University

Jan Kennedy Olsen, Director, Mann Library, Cornell University

Maria Pisa, Associate Director for Public Services, USDA, ARS, National Agricultural Library

Keith Russell, Deputy Director, USDA, ARS, National Agricultural Library

Marilyn Sharrow, University Librarian, University of California

Thomas W. Shaughnessy, University Librarian, University of Minnesota, Twin Cities

Sally Sinn, Associate Director for Technical Services, USDA, ARS, National Agricultural Library

William J. Studer, Director of Libraries, Ohio State University



Special Events

NAL Materials Featured in German Embassy Exhibit

The contributions of German immigrants to U.S. agriculture was the subject of an exhibit featuring historic materials from the National Agricultural Library in the Carl Schurz Auditorium of the German Embassy in Washington, D.C., November 3-30, 1995.

The German Embassy hosted a reception for invited guests on the evening of November 2 to officially open the exhibit. Jürgen Chrobog, the German Ambassador to the U.S., welcomed the guests and introduced the principal speakers, Richard Rominger, Deputy Secretary of the U.S. Department of Agriculture, and Peter H. Carstensen, the chairman of the Agricultural Committee of the German Federal Parliament (*see their speeches following this article*).

Among the contributions spotlighted in the exhibit were cheesemaking and dairy practices, viticulture, brewing, horticulture, and forestry, including the introduction of the Christmas tree tradition into the United States by German settlers.

The exhibit was organized by the German Embassy and the Associates of the National Agricultural Library, a private NAL "friends" group, and the Library of Congress.

"We are grateful to the NAL Associates, the German Embassy and the Library of Congress for this opportunity to showcase some of the beautiful NAL materials related to German immigrant contributions to U.S. agriculture," said NAL Director Pamela André. "As people will see when looking at the exhibit, these contributions were significant in shaping agriculture in the United States as it is today."

The exhibit was divided into several stations which focused on German and German-American gardens, forestry,

agricultural research, German settlements including the Pennsylvania Dutch and the Amana Colonies in Iowa, herbology, viticulture (including winemaking), the brewing of beer, and displays of the traditional German Christmas tree lighted with candles and contrasted with the traditional American Christmas tree with electric lights.

A videotape program on the private history of a German immigrant family that started a successful dairy farm in Wisconsin was shown with the other materials.

Several American companies started by German immigrants were part of the exhibit as well. These companies included Weyerhaeuser wood products; Anheuser-Busch, Old Heurich, and Leinenkugel brewing companies; Gundlach-Bundschu and Stone Hill wineries; and Behnke nurseries (which

donated the Christmas trees).

The Library of Congress portion of the exhibit consisted of framed maps showing where German immigrants settled in the U.S., maps of German-American communities, and related broad sides printed in previous centuries.

The National Agricultural Library materials included rare books on the exhibit subjects including some with excellent botanical illustrations, reproductions of historical art, photographs, and seed-trade catalogs, and other publications and printed materials.

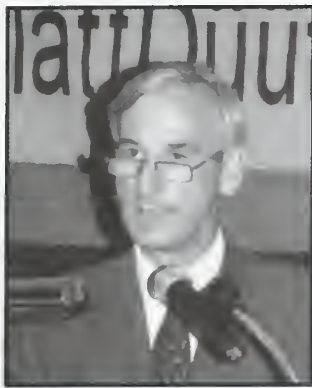
This exhibit will possibly travel to German-American communities around the U.S. in 1996.

Two other events open to the public were held at the German Embassy during the course of the exhibit. On November 14, a panel discussed the



photo: J. Swab

NAL Director, Pamela Q.J. André, with materials from the NAL collection at the German Embassy.



Jürgen Chrobog



Richard Rominger



Peter H. Carstensen



Pamela Q. J. André



Jürgen Heitmann



Roger Bernard



Ulrike Skorsetz



Joachim Reppmann



Hermann Wolters



William D. Storjohann



Arthur Smyth



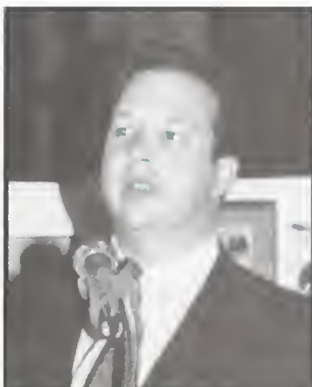
Roland Behnke



Joachim Hollerith



Gary F. Heurich



Tom Bryant, Jr.



Dennis Bixler

photos: Joseph N. Swab

contributions of German immigrants to American agriculture. Jürgen Heitmann, the agricultural attaché at the German Embassy and the organizer of the exhibit for the Embassy, conducted the program and served as Embassy host for the accompanying reception. The panel was introduced by Roger Bernard, Senior Washington Reporter, Oster Communications, Inc., Washington, DC.

Ulrike Skorsetz, Research Fellow, German Historical Institute, Washington, DC, and Joachim Reppmann, Migration Historian, St. Olaf College, Northfield, Minnesota, talked about the history of German immigration and contributions to agriculture and showed slides documenting them. (See Skorsetz's article later in this issue of ALIN.)

Hermann Wolters, a farmer from Belmont, Wisconsin, and William D. Storjohann, a farmer from Davenport, Iowa, described their farms and told about how their families came to America and set up their farms.

Agricultural and related businesses were represented by several speakers. Arthur Smyth, Consulting Forester, Columbia Consulting Group, Alexandria, Virginia, presented the history of the Weyerhaeuser family and the Weyerhaeuser forestry and wood products business. Roland Behnke, former President of the Behnke Nurseries Co., Beltsville, Maryland, discussed his family's nursery business in Germany

and how the family brought the business to the D.C. metropolitan area. Joachim Hollerith, a winemaker from Madison, Virginia, talked about his education, teaching, and consulting in the winemaking business in both Germany and the U.S. before setting up his own winery and vineyards in Virginia. The final speaker was Gary F. Heurich, President of The Olde Heurich Brewing Co., Washington, DC, who discussed the origins of his company under previous generations of his family, the fate of the company during prohibition, and his revival of the company in recent years.

All of the speakers had fascinating tales to tell, and they added personal touches to the very vividly documented stories in the exhibit.

On November 20, the German Embassy held a third reception, at which the principal speaker was NAL Director, Pamela Q. J. André, who talked about the NAL special collections from which the largest contribution of the materials in the exhibit were derived, their significance and the significance of the exhibit itself. Tom Bryant, Jr., Executive Director of the Associates of NAL, Inc., and Dennis Bixler of the Associates spoke briefly about the development and organization of the exhibit. Jürgen Heitmann again served as host for the Embassy.

Food and beverages at the three receptions were contributed by the German Embassy, and additional beverages

were contributed by the brewers and vintners in the exhibit.

— Brian Norris & Joseph Swab

Remarks of Deputy Secretary Richard Rominger

**U.S. Department of Agriculture
At the Opening of the NAL Exhibit
*The Contribution of German
Immigrants to American
Agriculture, including Forestry,
Horticulture, Viticulture, and
Agribusiness at the German
Embassy, Washington, D.C.,
November 2, 1995***

Thank you, Ambassador Chrobog, for that warm welcome.

Tonight is indeed a peak experience. We see before us the marvelous results of the hard work and close cooperation of many people and institutions. And we are getting a preview of an exhibit that will travel to other parts of the U.S.

As Deputy Secretary of the U.S. Department of Agriculture, I am particularly proud that this exhibit showcases some of the wonderful historic



photo: J. Swab

The panel discussion on German immigration and contributions to U.S. agriculture and products featured speakers (L-R): Ulrike Skorsetz, Joachim Reppmann, William Storjohann, Hermann Wolters, Roger Bernard, Arthur Smyth, Roland Behnke, Joachim Hollerith, and Gary Heurich.



photo: J. Swab

Frau Heitmann, Jürgen Chrobog, Richard Rominger, and Peter Carstensen in conversation at the exhibition opening at the German Embassy.

materials preserved at our National Agricultural Library.

A recent visit to the NAL left me impressed beyond description, and I hope its vital importance is always recognized.

I know that NAL Director Pam André joins me in thanking the Associates of the National Agricultural Library, the German Embassy, and the Library of Congress for organizing this fascinating display.

As we all know, the United States owes much of its greatness to the immigrants who have come to its shores over the past 300 years.

Many ethnic groups have made — and are making — remarkable contributions to this country in a wide variety of areas. And fortunately, agriculture is one of those areas.

In fact, it is where my German great-grandparents — Blickle and Rominger — made their mark.

My wife Evelyn (who is mostly English) teases me about what she calls “the German habits” of her husband and in-laws.... “up at dawn, eager to get to work, reads directions first, always puts the tools away and cleans the paintbrushes, always on time ..., etc.”

She watches with amazement as our sons toil as hard and long as their German grandfather who, in the middle of

the Depression, saved his money to buy one of the farms they now work.

And looking at our grandson Justin, Evelyn asks, “How long do these German genes last!?”

She wonders when we’re going to get to the “laidback” generation.

Then, I brag a bit, and quote Albert Faust, who wrote in *The German Element in the United States*: of all the national groups to settle America, “there is none whose record has been so consistent for so long a time. The

German...has proved himself the most successful farmer in the United States.”

Another source, the *1990 Yearbook of Agriculture* says that German farmers and their descendants “were so persistent in farming from one generation to the next, that people of sole or partial German ancestry today account for three-fifths of the entire midwestern farm population.”

But it’s not just numbers and persistence.

Anyone who sees the marvelous articles in this exhibit will be impressed by the *major* role German immigrants have played throughout U.S. history in agriculture, forestry, horticulture, viticulture, agribusiness, and rural development.

The books, photos, paintings, needlepoint, maps, videotape, catalogues, slides, and artifacts spread before us represent the *spirit* — the *strength* — the *creativity* — the *intelligence* — that German immigrants brought to this country in the past and that their descendants carry on today. The German genes do seem to last!

When Ambassador Chrobog alluded to my German heritage, you may have thought it a bit strange, considering the state I’m from, but actually, nearly 18 percent of Californians claim a German heritage.

And two of them are represented here tonight — Gundlach-Bundschu and Stone Hill wineries. They’re practically neighbors of mine back home!



photo: J. Swab

One of NAL’s rare books on viticulture exhibited at the German Embassy.

Ann Scheuring, a California writer at the University of California at Davis, has recorded the many ethnic contributions to California agriculture.

At one of her lectures, after she had listed at length the many accomplishments of various groups — especially the Germans — Evelynne, who is mostly English, asked, “What about the English?”

And Scheuring said their early California settlements weren’t as successful — “they spent too much time riding after the fox.”

My own family’s roots are deep in the Black Forest, and I’ve traveled back there several times to stay in touch with my history. That is why I am so pleased that Evelynne, my son Bruce, his wife Stephanie, and my grandson Justin could be here tonight.

We want to be sure that Justin grows up knowing who he is, where his ancestors came from, and the things they have accomplished.

I’m glad too that he’ll see that life is not ALL hard work — that our beloved Christmas tree tradition came to the United States with German settlers. My father’s favorite song was “O Tannenbaum,” and one Christmas his grandchildren surprised him by singing it for him in German.

I want to point out that this year the Christmas tree up at the Capitol will come from Plumas National Forest in California — a little up to the northeast

from where I live.

Perhaps some California descendants of German immigrants are helping to get that huge 75-foot Douglas fir here to Washington — and thinking, “We really started something!!”

From talented botanical artists like Prestele and Fleischman to former Secretary of the Interior Schurz and his emphasis on conservation....

From Dr. Oschwald and Dr. Uchtmann and their leadership in agricultural science — to companies like Weyerhaeuser and Anheuser-Busch....

From prosperous Wisconsin dairy farmers — to early California grain growers, traders, and cattle people like Miller and Lux, and sugar pioneer Spreckles....

The list of achievements in agriculture by German immigrants and their descendants goes on and on — and it will continue to grow.

My son Bruce shows his German grandfather’s genes are alive and well.

Justin, too, is a chip off the old Black Forest block.

And both you and I know of many, many others all across the country whose German heritage fortifies their personal lives — and strengthens America and its agriculture.

It is to that past — and to that future — that this exhibit is dedicated.

Thank you.

Greetings by Peter Harry Carstensen

Chairman of the Agricultural Committee of the German Parliament at the Opening of the Exhibit on the Contribution of German Immigrants to American Agriculture including Forestry, Horticulture, Viticulture and Agribusiness, German Embassy, November 2, 1995

Ambassador Chrobog,
Secretary Rominger,
Members of Congress,
Honored Guests,
Ladies and Gentlemen:

I would like to begin by congratulating the German Embassy, the Associates of the National Agricultural Library and the Library of Congress on the fruits of their efforts. You have all put a great deal of time and energy into making this exhibit happen, and I think we can safely say it is a great success.

When I sat down to prepare this greeting I began by delving into the lives of German immigrants and their contributions to the development of America. And, I have to admit there has seldom been a time when I have learned of so many exciting and interesting biographies.

In the last 300 years, millions of Germans traversed the Atlantic to come to America. An impressive number, indeed, but not so astronomical that we cannot imagine that each and every individual had his own story to tell, many of which are also worth recounting.

These immigrants and the ancestors of many Americans have contributed to establishing and strengthening the close friendship between Germany and America which we enjoy today. To us in Germany, this friendship was and is the foundation on which we have achieved peace and freedom in our homeland and in Europe. That is why I would like to take this opportunity to thank the American people for everything they did and made possible for us after the war.

As I mentioned earlier, every immigrant had an individual fate and



photo: J. Swab

Reproductions of the covers of seed trade catalogs from German-American companies from the extensive collections of seed trade materials in NAL Special Collections.

story. And although their reasons for emigrating varied, they were often also very similar. Indeed, waves of immigration were triggered by the economic crisis of 1846 to 1849, the potato famine in Germany and the political upheaval following the 1848/49 revolutionary movement.

Of course, the promise of the California gold rush drew many eager pioneers as well.

In my home state, Schleswig-Holstein, many Germans fled in the aftermath of the 1848/51 failed uprising against the Danish monarchy.

In the beginning of the 1880's, the economic boom in the United States then triggered a new wave of immigration, which reached a height that surpassed all others.

German immigrants have had a strong influence on many aspects of American culture, including American agriculture, to which this exhibit bears witness. But also the talks that we have had with our American partners in the last few days have revealed the German influence on land management and the attitude toward land property.

German farmers were both industrious and thrifty. You might also say they were sometimes miserly. Now I realize miserly people are not always the best contemporaries to have around, but they do come in handy as ancestors!

Indeed, Americans are proud, and rightfully proud, of their ancestors who settled in this country and helped shape its development. So I hope you will allow me, too, to be proud, and I will conclude with the story on why:

In the beginning of the 17th century, North Frisian seafarers traveled



photo: J. Swab

Susan Fugate, Head of NAL Special Collections, greets Jürgen Heitmann at the exhibit opening.

(Left) The symbol of the exhibit.

to America, when New York was still called New Amsterdam. One of these men was Jan Franz von Housum, born in 1608 in Husum, the same city in which I went to school. In Old Amsterdam, Jan Franz married his wife Volkje Jurlan von Noorstrand, a little isle in the North Sea on which I was born and now live. This woman Volkje was beyond a doubt related to my ancestors. And that because the isle is so small that we are all related!

Interestingly enough, the eighth president of the United States, Martin van Buren, was a descendent of the family of these two immigrants and, thus, an albeit distant relative of mine—who would deny it if he could!

Many Americans are proud of their German ancestors, and we in Germany are likewise proud of our American relatives who have made possible this warm and heartfelt friendship such as ours.

This exhibit should serve to make us more aware of these family ties and draw us even closer together. I hope you will all enjoy it as much as I.

Thank you.



photo: J. Swab

Part of the brewers portion of the exhibit.

The Contribution of German Immigrants to American Agriculture, including Forestry, Horticulture, Viticulture, and Agribusiness Exhibit at the German Embassy Washington, D.C. November 1995

Welcome! Willkommen!

In the last 300 years over 10 million Germans have immigrated to the United States. Today over 50 million Americans, about 20% of the U.S. population, are of German descent. Many of these immigrants had a farm background; many others became farmers after arriving in the U.S.

We hope that this exhibit will give you a better understanding of the German contributions to rural America. There are panels displaying major contributions to American farming, forestry, horticulture, herbalism, viticulture and brewing, as well as special aspects of 19th and 20th century technology.

You will see:

- a video presentation of a dairy farm in Northern Wisconsin and contributions by Americans who gained specific scientific knowledge at German universities during the last century;
- the influence of Germans in establishing rural communities in Pennsylvania, Virginia, Iowa, and Missouri, as well as their participation in the extension service in Illinois;
- the development of modern forestry and the U.S. timber industry;

- German and American gardens, seed trade catalogs and a display on one of the largest nurseries on the East Coast;

- herbalism and viticulture, including rare and valuable books from 17th, 18th, and 19th centuries;

- German influence on wineries in California and Missouri;

- three important examples of very successful breweries founded by German immigrants;

- the tradition of the Christmas tree which was brought to America over 200 years ago by German settlers;

- the first book by the German botanist Lennhart Fuchs (1542) to show American crops to the old world.

— Ulrike Skorsetz

Emigration from Germany

by Ulrike Skorsetz, German Historical Institute, Washington, D.C.

The year 1683, when thirteen Quaker families from Krefeld left their country and founded Germantown in Pennsylvania, is generally cited as the beginning of German emigration to the United States. Mass migration only started after 1815.

Until 1832, small farmers from the German southwest left primarily for economic reasons. After 1832, the region of emigration shifted to the west, and the social composition changed from small farmers to artisans and handicraftsmen. In 1854, there were 220,000 officially registered German immigrants who came to the United States.

The peak year of German immigration was 1882, when 250,000 people arrived on American shores. Between 1820 and 1988, more than seven million Germans settled in the United States.

Why did these people leave Germany? Without a doubt, the bulk of German immigrants hoped to im-

prove their standard of living. Some groups left the Old World to find political and religious freedom (such as the revolutionaries and sympathizers of the 1848 Revolution or the Old Lutherans, who opposed the reformed church in Germany). Economic and political motivations in the broadest sense, however, often cannot be separated.

Following World War I in particular, the United States enacted new laws that significantly limited the influx of new immigrants. During the period of National Socialism in Germany, approximately 132,000 German Jews sought refuge in America.

Only a small percentage of these emigrants ever returned to Germany, whereas the overwhelming majority found a permanent home in North America and replanted their roots in American soil. Many used the freedoms and the economic opportunities available to them to participate in and contribute to the American dream.

Acknowledgements

The exhibit is a cooperative venture of the German Embassy and the Associates of the National Agricultural Library and was supported by the National Agricultural Library of the U.S. Department of Agriculture, the Library of Congress, the German Historical Institute in Washington, D.C., the College of Agriculture at the University of Wisconsin, as well as many individuals and related industries.

Financial assistance was provided by the Stihl Corporation, Monsanto Corporation, BASF and the American Seed Trade Association.

The exhibit was produced by Dennis P. Bixler of the Associates of the National Agricultural Library and Jürgen Heitmann at the German Embassy. Exhibit design and imaging are by Cynthia K. Miller.

The organizers wish to thank the many universities, museums, and historical institutions in the United States and Germany for their support and their interest in bringing the exhibit to their cities.



Jürgen Heitmann, Pamela André, and Tom Bryant , Jr., at the exhibit (with one of the Library of Congress maps to the left behind them).



photos: Joseph N. Swab

Part of the exhibit featuring materials from German-American communities in various states of the U.S.



(Above) The portion of the exhibit featuring the Christmas tree tradition and Behnke Nurseries (the trees were donated by Behnke's).

(Right) Perhaps a third of the large group of guests who attended the opening of the exhibit at the German Embassy.



Paintings by Chinese Farmers Exhibited at NAL

On the afternoon of October 26, 1995, the Chinese Yangliuqing Farmers' New Year Paintings Exhibit opened at the National Agricultural Library with remarks by: Pamela Q.J. André, NAL Director; Karl Stauber, Under Secretary for Research, Education, and Economics, U. S. Department of Agriculture; and Zhou, Wenzhong, Minister of the Embassy of the People's Republic of China, followed by a reception with refreshments provided by the Chinese Embassy. The exhibition, which was on display at the National Agricultural Library from October 26 through the month of November, consisted of paintings and scrolls, lacquer ware, bamboo, and ceramics lent by the Embassy of the People's Republic of China, and rare books and materials from the Special Collections of the National Agricultural Library. An information sheet discussed the background of the paintings (*see box on page 19*). Other literature and brochures about China were provided to visitors by the Chinese Embassy.

Pamela André welcomed the distinguished guests and thanked the People's Republic of China, Ambassador Li Daoyu (not present) and Embassy staff for this "first display of Chinese farmers' art in the United States."

"The National Agricultural Library is pleased to be the site for this exhibit," Pamela André said. "It seems particularly appropriate that paintings by farmers should be displayed here at NAL, the largest agricultural library in the world. The artwork is intriguing and beautiful and we thank the Chinese Embassy for allowing NAL to present it to the American public."



photo: J. Swab

Pamela André, NAL Director, speaks at the opening ceremony for the exhibit of Chinese farmers' paintings, with Verna Shen translating.

"However," André said, "This is not the first cooperative effort between the National Agricultural Library and the People's Republic of China." She described visits that former NAL Director Joseph Howard had made to China at the invitation of the Chinese Academy of Agricultural Sciences in 1987 during which he gave a series of lectures on modern librarianship, and she described her own visit to China in 1988 to the Sciencetech Documentation and Information Center of the Chinese Academy of Agricultural Sciences where she discussed technology applications in libraries and presented the Academy library with a set of AGRICOLA CD-ROMs. She indicated that in addition to these and other visits of NAL staff to China, the National Agricultural Library has "hosted a number visiting scholars and librarians who have received in-depth orientations on library programs and training in the practice of agricultural librarianship." André stated that "these visits have been of significant mutual benefit, and we look forward to on-going cooperation"

André also mentioned that this exhibit is not the first NAL has sponsored



photo: J. Swab

Some of the Yangliuqing Farmers' New Year Paintings in the Rare Book exhibit area in the NAL lobby.



Karl Stauber



Zhou Wenzhong



Gary McCone

photos: J. Swab

with the Chinese Embassy. In July and August of 1988, "Agriculture in China: A Visual Landscape," exhibited a collection of photographs and artifacts from the People's Republic of China, along with books from NAL's collections. André concluded by thanking Verna Shen and Les Kulp who worked

to bring the exhibit to NAL, and Susan Fugate and many other library staff members who installed the exhibit and helped make the opening ceremony and reception a success.

Under Secretary Stauber and Minister Zhou both included thanks to all who helped bring about the exhibit and

made remarks concerning the continuing cooperation between the U.S. Department of Agriculture and the People's Republic of China.

Gary McCone, Associate Director for Automation, NAL, was the Master of Ceremonies for the exhibit opening, and Verna Shen, of NAL's Cataloging

Chinese Yangliuqing Farmers' New Year Painting

As a unique art class in China, New Year Painting goes back to ancient times and has profound influence. Most New Year Painting artists are farmers who live in the rural areas. They put their fine ideals, rich and colorful life, and their interests in the arts into their works. These works exert a subtle influence on people's esthetic education. Therefore, the Chinese folk wood-block New Year Painting can be called farmers' art, considering their production, their art function, and people who buy them.

Tianjin Yangliuqing Wood-block New Year Painting is one of the famous traditional new year painting genres. With a long history (beginning at the end of the 16th century or at the beginning of 17th century) and distinctive local style, it has been preferred by the masses of people. It has a wide range of subjects, such as historical and mythological stories, figures from traditional operas, local conditions and customs, mountains and water, and flowers and birds. Some of the subjects have a direct bearing on the people's lives, such as "Harvest," "Celebrating the Lantern Festival," "Auspicious Events in the New Year's Day" and "Everyone of the Family is Happy, Safe, and Sound." Some of them mirror news and current affairs,

such as: "Women Attend School," "A Wedding that For-sakes Old Uncivilized Customs," "Looting a Pawnshop." All of these works are full of artistry and possess great value in the research of historical materials. Up to now this fine tradition combining realism and romanticism has formed the main stream of the art for Yangliuqing New Year Paintings.

The art of Yangliuqing New Year Painting has many characteristics. These are illustrated in the creation process, which includes the following steps: creating a draft, dividing blocks, carving, process printing, painting, and mounting. This procedure is roughly the same as that for other styles of woodblock New Year Painting, but it takes pains in the manual painting step to make the technique of woodcut and the style of painting mix together ingeniously. As a result of different techniques of expression, the same 'pizi' (a semi-finished product which is not painted with color) may be separately processed into 'xihuo' (be worked at with great care) or 'cuhuo' (be worked at with bold style), and so forth. These works have their own artistic styles and values.



(Left, L-R) Mr. Li Gang, Minister—Counselor of the Cultural Office; Mrs. & Mr. Zhou Wenzhong, Minister of the Chinese Embassy; Pamela André, NAL Director; Karl Stauber, Under Secretary of Agriculture, Research, Education, & Economics; and Verna Shen, Cataloging Branch, NAL, as the opening ceremony for the Chinese farmers' paintings exhibit begins.

Branch, translated Pamela André's remarks into Chinese.

A video tape produced by Ron Young of NAL Special Collections staff, and showing all of the art work exhibited and the opening ceremony (a little over 20 minutes) is available for viewing by those who missed the ceremony or exhibit or wish to see them again. Request the tape from the NAL Special Collections Staff until a copy is available in the general collection.

—Joseph Swab & Brian Norris



(Above) Keith Russell, Pamela André, and Verna Shen with Ms. Lin Dejun, Second Secretary of the Cultural Office of the Chinese Embassy, who was the coordinator of the exhibit for the embassy.



photos: Joseph N. Swab

(Above) Ron Young of NAL Special Collections (center) talks with video cameramen from the Chinese press corps after filming the exhibit opening ceremony.

(Right) Some of the audience attending the opening ceremony with part of the exhibit beyond them.



NAL Is 100-Year GPO Depository

Julie Mangin

Coordinator, GPO Depository Program, Acquisitions and Serials Branch, NAL

On October 25, 1995, the Public Printer of the United States, Michael DiMario, presented a certificate of appreciation to Pamela André, NAL Director, on behalf of the U.S. Government Printing Office (GPO), commemorating the National Agricultural Library's 100 years as a depository for U.S. government publications.

The Printing Act of 1895 made comprehensive changes in the way federal government information was printed and distributed. Included in the law was a provision that all of the libraries of Executive Branch departments (including the Library of the U.S. Department of Agriculture) become participants in the Federal Depository Library Program. It also expanded the program to include Executive Branch departmental publications. Previously, only Legislative Branch publications were distributed.

Both the U.S. government and its citizens benefit from this program because participating libraries such as NAL contribute their expertise in selecting, organizing, and using these publications to meet users' needs. NAL currently selects approximately 38% of the documents distributed to depository libraries, primarily publications of the U.S. Department of Agriculture. The publications of other federal agencies are also selected in accordance with NAL's collection development policy. These documents are freely available to the general public who come to the National Agricultural Library to use them. U.S. citizens who cannot come to the NAL facility can access federal government documents through their local depository library. NAL's government documents are also available through interlibrary loan.



photo: J. Swab

Michael DiMario presents the certificate of appreciation to Pamela André

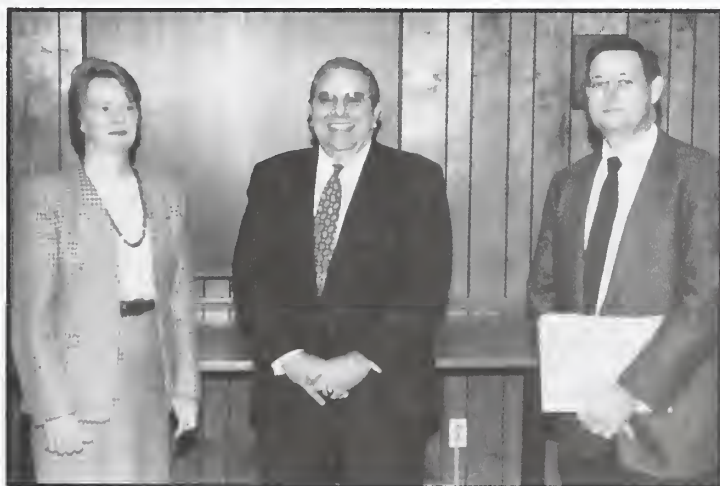


photo: Brian Norris

Pamela André, NAL Director, Michael DiMario, Public Printer of the United States, and Keith Russell, Deputy Director, NAL, at the beginning of the ceremony celebrating the 100th Anniversary of the library's being a GPO depository.

Following the presentation ceremony, several dozen members of the NAL staff received a demonstration of "GPO Access" provided by Terri Barnes and Vicki Reis, of GPO's Electronic Information Dissemination Service. "GPO Access" is an exciting and innovative means for electronic information dissemination (see "Federal Information Available Electronically," *ALIN*, Vol. 21, Nos. 7-8, July-August 1995, pp. 15-16).

As NAL and GPO enter the second hundred years of the Federal Depository Library Program, using new technologies to deliver government information to citizens will be increasingly important. NAL is proud to be in partnership with GPO, and the other 1,400 depository libraries across the nation, in providing government information to U.S. citizens.



Sandy Facinoli



Keith Russell



Natalie Partridge



Gina McNeal



Cindy Roberts



Andrea Lindsey



Stan Kosecki



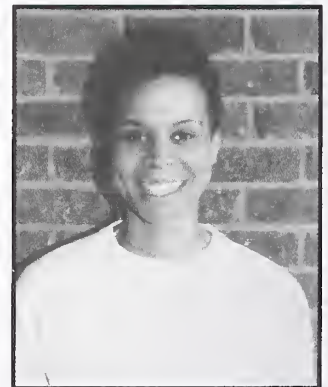
Sherry Davids



Jane Wu and Marva Coates



Shirley King Evans



Holly Irving

FNIC Hosts International Medical Librarians

by Lora Wilder
Nutritionist, Johns Hopkins University
and Volunteer at FNIC, NAL
Photos by Joseph N. Swab *

The Food and Nutrition Information Center (FNIC) hosted a nutrition seminar for medical librarians from around the world. FNIC held the seminar in conjunction with the 7th International Congress on Medical Librarianship on Saturday, May 6, 1995, at the National Agricultural Library. The objective of the course was to familiarize participants with traditional and new, technologically-advanced nutrition resources to enable them to meet their clients' needs better. The participating librarians represented medical and public health libraries from as far away as Belgium and as close as Bethesda, Maryland.

Keith Russell, then Associate Director for Public Services, joined Sandy Facinoli, FNIC Coordinator and organizer of the seminar, in welcoming participants. FNIC information specialists Natalie Partridge, Gina McNeal, Cindy Roberts, Shirley King Evans, and Andrea Lindsey discussed nutrition software and demonstrated how to access various nutrition-related databases.

*[Note: Photo of Andrea Lindsey courtesy of A. Lindsey]



Carole Davis



Alanna Moshfegh



Lora Wilder

NAL Indexer Holly Irving and Catalogers Stan Kosecki and Sherry Davids outlined information classification and retrieval systems related to food and agricultural databases and NAL collections.

Other presenters included Carole Davis of the USDA Center for Nutrition Policy and Promotion. She was joined by Jane Wu, Chief Librarian, Food and Agriculture Organization (FAO) of the United Nations, and Marva Coates of the FAO Liaison Office for North America, Washington, DC, in discussing dietary guidance around the world. (Wu came all the way from Rome!)

Joanne Holden, Acting Research Leader, Nutrient Databank Laboratory, ARS/USDA, discussed the Interface for Food Description, a database that describes foods in a format that will assist researchers and scientists from across the world to understand what the food really is, *e.g.*, hot dog, french fries. Alanna Moshfegh, Research Leader at the Survey Systems and Food Consumption Laboratory, ARS/USDA outlined nutrition monitoring and national nutrition surveys. Lora Wilder, a nutritionist at Johns Hopkins University, provided information on international organizations dealing with nutrition. Jennie Hunt, librarian at the National Library of Medicine, presented "The Sidewalk on the Information Superhighway" which covered important nutrition print resources.

Conference planners prepared a display of information products from organizations providing nutrition information on an international basis. Participants were able to take home a great quantity of materials. The seminar provided the opportunity for presenters and participants to interact and share experiences and ideas.



Joanne Holden



Jennie Hunt



photo: J. Swab

Besides the exhibit of the host Food and Nutrition Information Center (above), 9 other NAL information centers also set up exhibits. In addition there were exhibits from FAO; the Human Nutrition Research Center, ARS, USDA; the International Life Sciences Institute, and others.



News from
Other
Libraries

The Literature of Crop Science

Edited by Wallace C. Olsen



The Literature of Crop Science traces research in crop improvement, plant pathology, and plant protection over the past thirty years and describes trends in the published literature in each discipline during the last fifteen years. Sixth in *The Literature of the Agricultural Sciences* series, the volume also provides core listings of the currently most valuable books and journals for crop science research and education in both developed and developing nations. This is the largest book in the series, reflecting the importance of crop literature which constitutes 41% of all literature in agriculture.

Introductory chapters explore the evolution of crop improvement and protection techniques and survey landmarks in plant pathology research. World-renowned contributors include John M. Poehlman: "How Crop Improvement Developed"; George N. Agrios: "Plant Pathology Development and Current Trends"; and David Pimentel: "Protecting Crops." A statistical analysis and narrative overview of crop science literature follows. Of particular interest are chapters detailing "The Publishing Influence of Crop

Improvement and Protection Societies," by C. Lee Campbell, Paul D. Peterson, Jr., and Raymond J. Tarleton, and "Publishing Patterns of Crop Research Institutions in Select Countries of the Third World" by Barbara A. DiSalvo, *et al.* The status of bibliographic databases is also discussed, with special attention to PHYTOMED. Other chapters include the lists of 1,663 monographs and 79 journals ranked as most valuable by citation analyses and 58 specialists, evaluate current reference works, and identify titles of particular historical interest.

The last volume in the 7-volume series, *The Literature of the Agricultural Sciences*, on forestry and agroforestry will be published in February 1996.

The previous five volumes in the series are the following:

Agricultural Economics and Rural Sociology: The Contemporary Core Literature by Wallace C. Olsen

The Literature of Agricultural Engineering, Edited by Carl W. Hall and Wallace C. Olsen

The Literature of Animal Science and Health by Wallace C. Olsen

The Literature of Soil Science, Edited by Peter McDonald

The Contemporary and Historical Literature of Food Science and Human Nutrition, by Jennie Brogdon.

Wallace C. Olsen is Research Associate, Albert R. Mann Library, Cornell University.

544 pages
6 drawings, 6 charts and graphs,
37 tables
ISBN 0-8014-3138-7 (Cloth: alk.
paper): \$79.95
Published November, 1995
Cornell University Press
P.O. Box 6525
750 Cascadilla Street
Ithaca, New York 14851-6525



photo courtesy of J. Peterson

Julia Peterson

Cargill Names Julia Peterson Assistant Vice President

Minneapolis, Aug. 30 — Julia Peterson of the Cargill Information Center and Corporate Archives, has been named an assistant vice president for Cargill.

Peterson joined Cargill in 1976 as a business reference librarian and was named manager of the Cargill Information Center in 1978. The Cargill Information Center provides business and technical information research for Cargill's worldwide operations. Prior to joining Cargill, Peterson had been a business reference librarian for Caterpillar Tractor Co., in Peoria, IL.

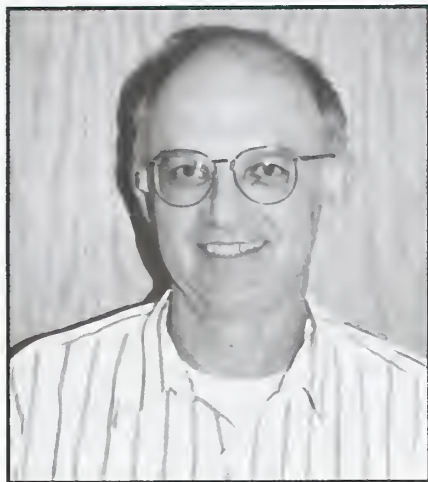
Peterson is a graduate of Peoria High School, and holds a bachelor's degree in art history and archeology and a master's degree in library and information science from the University of Missouri.

In addition to her responsibilities at Cargill, Peterson is a director of the Special Libraries Association and a member of the executive board of directors of the Associates of the National Agricultural Library. She also chairs the Conference Board's Infor-

mation Services Advisory Council and is a past president of the U.S. Agricultural Information Network.

Cargill, based in Minneapolis, is an international merchandiser and processor of agricultural, financial, and industrial commodities.

Comes Is Visiting Librarian at NAL



Jim Comes

photo: J. Swab

Jim Comes is spending much of his sabbatical leave from Ball State University, Muncie, Indiana, as a visiting librarian at the National Agricultural Library. He arrived at NAL on August 21 and will remain until February 15.

At NAL, Comes has been working with staff involved with electronic publishing and developing a digital core. He has helped prepare NAL publications for the World Wide Web (including the library's newsletter, *ALIN*, and the *NAL Annual Report*). He has helped to conduct NAL's HTML workshops and to develop the use of SGML in NAL's publication process.

Comes is the Librarian at the Science-Health Science Library at Ball State. The library serves ten departments of the University: Mathematics; Computer Science; Biology; Chemistry; Physics; Geography; Geology; Natural Sciences; Nursing; and Physiology and Health Sciences. He has been in this position for 24 years, having begun

in 1971. Prior to working at Ball State, Comes had been a Papal Volunteer for five years, working in a savings and loan credit union at Puno, Peru, on the shores of Lake Titicaca. Comes holds a number of degrees including: Bachelor of Science in education, University of Toledo, 1964; Master of Science in library science, Case Western Reserve University, 1971; Doctor of Education in educational administration, Ball State University, 1978; Master of Science in information and communication science, Ball State, 1990.

In his leisure time, Comes has been enjoying the D.C. area, biking, camping, attending concerts and plays, and visiting museums. He also said, "I am enjoying my stay at NAL. I like the people and the interesting projects. There are lots of resources to take advantage of, and the library is proactive in promoting the use of them. I appreciate the opportunity of working here."

Davis Heads Russell Research Center Library

Marie Griffin Davis joined USDA's Agency Field Libraries group as librarian for the Agricultural Research Service (ARS) Richard B. Russell Research Center on June 25. She succeeds Joann Schoonmaker who retired September 1993. On September 18-22 Davis received training and orientation to NAL's information products, services, and technology applications.

Prior to this appointment, Davis was librarian for the Georgia Coastal Plain Experiment Station in Tifton, Georgia—a satellite branch of the University of Georgia Library system—where she worked from 1989 to 1995. In 1987, she spent two months in Plymouth, England, working (as an unpaid intern) in the Library of the Marine Biological Association of the United Kingdom. From 1977 to 1986, Davis was a Library Assistant III at the Marine Resources Library, South Carolina Wildlife and Marine Resources Department in Charleston. "This was my first special



photo: D. Starr

Marie Griffin Davis

library job, the position that shaped my desire to be a special librarian; though marine science librarianship was my goal, agricultural librarianship apparently is my destiny," Davis said.

She earned her B.A. in Fine Arts in 1977 from the College of Charleston, SC. She earned her MLS in 1988 from the University of Washington, Seattle.

Her husband, Richard F. Davis (Ph.D., University of Illinois) is a nematologist with the University of Georgia Cooperative Extension Service. His research involves non-chemical management options to minimize damage from plant-parasitic nematodes.

The Richard B. Russell Research Center is among the largest of over 110 ARS (RRC) research locations in the U.S. The library serves over 700 scientists in the South Atlantic Area which includes other ARS laboratories in Florida, Georgia, Puerto Rico, North Carolina, South Carolina, the Virgin Islands, and Virginia. The Russell Center's scientific research covers a variety of areas that include: poultry disease, tropical agriculture, horticultural and field crops, entomology, stored products, post harvest technology, and southeast watershed.

Davis joins the USDA at a challenging time. She will help shape ARS libraries of the future by sharing in the development of state-of-the-art information transfer systems. Her goal for the RRC Library is to make it a user-friendly and useful resource, in human terms and electronically.

—Peggy J. Blake

LIST OF KEY NAL PERSONNEL AND SERVICES

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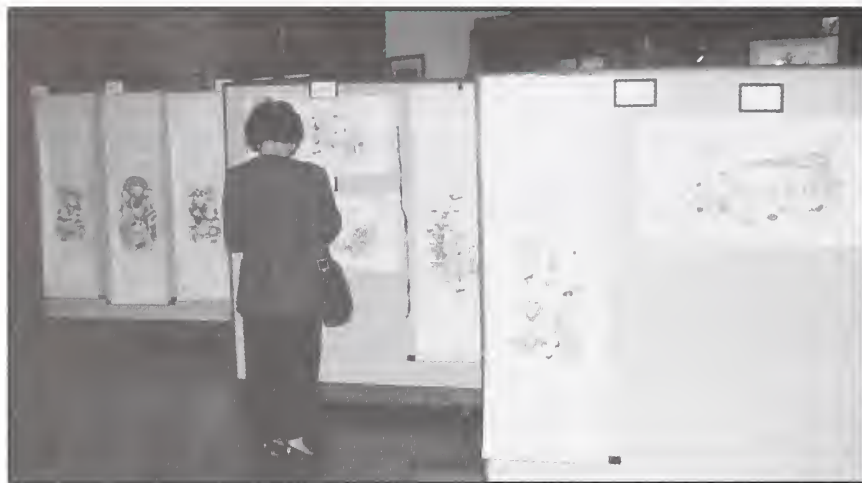
* The NAL Internet addresses consist of the name abbreviations plus: @nal.usda.gov

For example, to contact ALIN's editor, use: jswab@nal.usda.gov

Note: The additional period in @nal.usda.gov was added in late 1995: the @nalusda.gov will continue to work indefinitely.

FTS # for Federal Government Agencies is the same as the local number; FTS = Federal Telecommunications System.

Exhibits



photos: J. Swab

(Above) A visitor views the Chinese Yangliuqing Farmers' New Year Paintings in the NAL Lobby. (Below) NAL Director Pamela André and ARS Administrator Floyd Horn with NAL horticultural materials at the German Embassy. For stories, see pages 10-20.



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